



WPTV

ORDER

Print Date 10/29/12

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Flight Dates **10/30/12-11/06/12**

Contract / Revision **316090 /**

Original Date / Revision
10/26/12 10/26/12

Advertiser **West / Republican / Congress**

Agency **Strategic Media Services**

Buying Contact

**3299 K Street NW - Suite 200
Washington, DC 20007**

Product

Allen West for Congress

Agency Com 15%

Billing Contact

**3299 K Street NW - Suite 200
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **:60 1287**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share 40% Market Value 100125

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	60%	60075
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	40	\$34,042.50	\$40,050.00	0.00
Totals	40	\$34,042.50	\$40,050.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	40	\$34,042.50	\$40,050.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	10/31/12	11/06/12	M-F 430-5a M-F 430-5a	CM	430-5a	11111--	1:00	5	\$250.00	FX	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/31/12	11/06/12	11111--	5		\$250.00		0.00						
N 2	WPTV	10/31/12	11/06/12	M-F 5-6a M-F 5-6a	CM	5-6a	11111--	1:00	5	\$1,000.00	FX	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/31/12	11/06/12	11111--	5		\$1,000.00		0.00						
N 3	WPTV	10/31/12	11/06/12	M-F 11-12n M-F 11-12n	CM	11a-12p	11111--	1:00	5	\$850.00	FX	0.00	NM	5	\$4,250.00



WPTV

Print Date: 10/29/12

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Contract / Revision **316090** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/26/12/ 10/26/12

Order Sep 00:20:00

Advertiser **West / Republican / Congre** Product **Allen West for Congress** Estimate # **:60 1287**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WPTV	10/31/12	11/06/12	M-F 11-12n M-F 11-12n	CM	11a-12p	11111--	1:00	5	\$850.00	FX	0.00 NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/31/12	11/06/12	11111--					5	\$850.00		0.00		
N 4	WPTV	10/31/12	11/06/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	11111--	1:00	5	\$1,000.00	FX	0.00 NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/31/12	11/06/12	11111--					5	\$1,000.00		0.00		
N 5	WPTV	10/31/12	11/06/12	M-F 1-2p M-F 1-2p	CM	1-2p	11111--	1:00	5	\$850.00	FX	0.00 NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/31/12	11/06/12	11111--					5	\$850.00		0.00		
N 6	WPTV	10/30/12	11/05/12	M-F 2-3p M-F 2-3p	CM	2-3p	11111--	1:00	5	\$700.00	FX	0.00 NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	11111--					5	\$700.00		0.00		
N 7	WPTV	10/30/12	11/05/12	M-F 3p-4p 3-4pm Jeff Probst	CM	3-4p	11111--	1:00	5	\$1,000.00	FX	0.00 NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	11111--					5	\$1,000.00		0.00		
N 8	WPTV	10/30/12	11/05/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	1-111--	1:00	4	\$1,450.00	FX	0.00 NM	4	\$5,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	1-111--					4	\$1,450.00		0.00		
N 9	WPTV	11/05/12	11/05/12	M-F 7-730pm News M-F 7-730p News	CM	7-730p	1-----	1:00	1	\$6,000.00	FX	0.00 NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	1-----					1	\$6,000.00		0.00		
													Totals	40 \$40,050.00